



IAPD Report

Lori Resnick Price

CRD# 1305557

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Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

Lori Resnick Price (CRD# 1305557)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **02/09/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	MERIT FINANCIAL ADVISORS	CRD# 142457	11/03/2019

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **3** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	LPL FINANCIAL LLC	6413	BOYNTON BEACH, FL	06/01/2011 - 08/16/2024
IA	PRIVATE ADVISOR GROUP, LLC	155216	WILTON, CT	06/01/2011 - 11/01/2019
IA	SECURITIES AMERICA ADVISORS, INC.	110518	WILTON, CT	08/11/2005 - 06/02/2011

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative?

Yes

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **3** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **MERIT FINANCIAL ADVISORS**
Main Address: 2400 LAKEVIEW PARKWAY
SUITE 550
ALPHARETTA, GA 30009
Firm ID#: 142457

	Regulator	Registration	Status	Date
IA	Connecticut	Investment Adviser Representative	Approved	11/07/2019
IA	Florida	Investment Adviser Representative	Approved	11/06/2019
IA	Texas	Investment Adviser Representative	Restricted Approval	11/03/2019

Branch Office Locations

MERIT FINANCIAL ADVISORS
PALM BEACH GARDENS, FL

MERIT FINANCIAL ADVISORS
15 River Road
Suite 15B
Wilton, CT 06897



Qualifications

PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 1 principal/supervisory exam, 5 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
 General Securities Principal Examination (S24)	Series 24	07/02/1986

General Industry/Product Exams

Exam	Category	Date
 Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
 Futures Managed Funds Examination (S31)	Series 31	12/06/2005
 General Securities Representative Examination (S7)	Series 7	06/15/1985
 Investment Company Products/Variable Contracts Representative Examination (S6)	Series 6	11/14/1984
 Direct Participation Programs Representative Examination (S22)	Series 22	11/07/1984

State Securities Law Exams

Exam	Category	Date
 Uniform Securities Agent State Law Examination (S63)	Series 63	11/09/1984

PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	06/01/2011 - 08/16/2024	LPL FINANCIAL LLC	CRD# 6413	BOYNTON BEACH, FL
IA	06/01/2011 - 11/01/2019	PRIVATE ADVISOR GROUP, LLC	CRD# 155216	WILTON, CT
IA	08/11/2005 - 06/02/2011	SECURITIES AMERICA ADVISORS, INC.	CRD# 110518	WILTON, CT
B	08/08/2005 - 06/02/2011	SECURITIES AMERICA, INC.	CRD# 10205	WILTON, CT
IA	09/21/1993 - 08/05/2005	LINCOLN FINANCIAL ADVISORS CORPORATION	CRD# 3978	WILTON, CT
B	05/03/1988 - 08/05/2005	LINCOLN FINANCIAL ADVISORS CORPORATION	CRD# 3978	FORT WAYNE, IN
B	05/03/1988 - 08/05/2005	THE LINCOLN NATIONAL LIFE INSURANCE COMPANY	CRD# 2580	FORT WAYNE, IN
B	05/03/1988 - 01/03/1989	LINCOLN NATIONAL PENSION INSURANCE COMPANY	CRD# 10293	
B	11/08/1984 - 05/06/1988	THE WINDMILL GROUP, INC.	CRD# 8384	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
11/2019 - Present	Merit Financial Advisors	Investment Adviser Representative	Y	PALM BEACH GARDENS, FL, United States
11/2005 - Present	PRESNICK, LLC	MEMBER OF REAL ESTATE INVESTMENT PROPERTY / MANAGER	N	WILTON, CT, United States
02/1995 - Present	PRICE FINANCIAL GROUP LLC DBA	INSURANCE AGENT / PRESIDENT / SOLE PROPRIETOR	Y	WILTON, CT, United States
06/2011 - 08/2024	LPL FINANCIAL LLC	REGISTERED REPRESENTATIVE	Y	PALM BEACH GARDENS, FL, United States



Registration & Employment History



EMPLOYMENT HISTORY

Employment Dates	Employer Name	Position	Investment Related	Employer Location
06/2011 - 11/2019	PRIVATE ADVISOR GROUP, LLC	INVESTMENT ADVISOR REPRESENTATIVE	Y	MORRISTOWN, NJ, United States



OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

(1) 5/20/2020 - Price Financial LLC - Investment Related - At Reported Business Location(s) - Business Entity For Tax/Investment Purposes Only - Started 12/31/2019 - 2 Hours Per Month/0 Hours During Securities Trading - Florida registered single member LLC.

(2) 4/15/2021 - Merit Financial Group, LLC - DBA: (Hybrid) Merit - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - IAR - Started 04/07/2021 - 10 Hours Per Month During Securities Trading.

(3) 4/15/2021 - Merit Financial Group, LLC - DBA: (Hybrid) Merit Financial Advisors - Investment Related - At Reported Business Location(s) - Registered Investment Advisor DBA - IAR - Started 04/07/2021 - 10 Hours Per Month During Securities Trading.

(4) 01/01/2026 - Rental condo Juno Beach - Investment Related - 925 Bay Colony Dr, Juno Beach FL - Real Estate Rental - Owner - Start Date 01/01/2022 - 1 Hours Per Month/0 Hours During Securities Trading.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Customer Dispute	2

Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 2

Reporting Source:	Firm
Employing firm when activities occurred which led to the complaint:	SECURITIES AMERICA, INC.
Allegations:	IN CONNECTION WITH THE RECOMMENDATION AND SALE OF MEDICAL CAPITAL, CLAIMANTS ALLEGE UNSUITABILITY, MISREPRESENTATIONS AND OMISSIONS OF FACT.
Product Type:	Direct Investment-DPP & LP Interests
Alleged Damages:	\$120,000.00
Is this an oral complaint?	No
Is this a written complaint?	Yes
Is this an arbitration/CFTC reparation or civil litigation?	Yes
Arbitration/Reparation forum or court name and location:	FINRA
Docket/Case #:	10-04387
Filing date of arbitration/CFTC reparation or civil litigation:	09/29/2010

Customer Complaint Information

Date Complaint Received:	10/08/2010
Complaint Pending?	No



Status: Settled
Status Date: 09/29/2011
Settlement Amount: \$55,703.29
Individual Contribution Amount: \$0.00
Firm Statement 10/07/2011: THIS CLAIM WAS PART OF A GLOBAL SETTLEMENT BY SECURITIES AMERICA, INC.

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Reporting Source: Individual
Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.
Allegations: IN CONNECTION WITH THE RECOMMENDATION AND SALE OF MEDICAL CAPITAL, CLAIMANTS ALLEGE UNSUITABILITY, MISREPRESENTATIONS AND OMISSIONS OF FACT.
Product Type: Direct Investment-DPP & LP Interests
Alleged Damages: \$120,000.00
Is this an oral complaint? No
Is this a written complaint? Yes
Is this an arbitration/CFTC reparation or civil litigation? Yes
Arbitration/Reparation forum or court name and location: FINRA
Docket/Case #: 10-04387
Filing date of arbitration/CFTC reparation or civil litigation: 09/29/2010

Customer Complaint Information

Date Complaint Received: 10/08/2010
Complaint Pending? No
Status: Settled
Status Date: 09/29/2011
Settlement Amount: \$55,703.29
Individual Contribution Amount: \$0.00
Broker Statement 10/7/2011: THIS CLAIM WAS PART OF A GLOBAL SETTLEMENT BY SECURITIES AMERICA, INC. I, LORI R. PRICE, AM NOT A NAMED RESPONDENT IN THIS ARBITRATION. I WAS NOT RESPONSIBLE FOR OR INVOLVED IN DOING DUE DILIGENCE ON MEDICAL CAPITAL. ALL MARKETING MATERIALS USED DURING THE SALES PROCESS WERE EITHER APPROVED BY SECURITIES AMERICA OR CREATED BY MEDICAL CAPITAL AND DISTRIBUTED BY SECURITIES AMERICA. I HAD NO KNOWLEDGE OF ANY FRAUD AT MEDICAL CAPITAL AND RELIED ON SECURITIES AMERICA FOR ALL INFORMATION REGARDING THE SALE OF



MEDICAL CAPITAL NOTES.

Disclosure 2 of 2

Reporting Source: Individual

Employing firm when activities occurred which led to the complaint: SECURITIES AMERICA, INC.

Allegations: CLIENT SENT A LETTER TO THE REPRESENTATIVE STATING THAT THEY WERE UPSET WITH THE DROP IN THE ACCOUNT VALUE OF THEIR INVESTMENT.

Product Type: Real Estate Security

Alleged Damages: \$5,000.00

Alleged Damages Amount Explanation (if amount not exact): CLIENT MADE NO CLAIM FOR DAMAGES, BUT THE FIRM CANNOT MAKE A GOOD FAITH DETERMINATION THAT THE DAMAGES FROM THE ALLEGED CONDUCT WOULD BE LESS THAN \$5000.

Is this an oral complaint? No

Is this a written complaint? Yes

Is this an arbitration/CFTC reparation or civil litigation? No

Customer Complaint Information

Date Complaint Received: 07/28/2010

Complaint Pending? No

Status: Denied

Status Date: 08/27/2010

Settlement Amount:

Individual Contribution Amount:



End of Report

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